

IT ALL  
*COMES DOWN*  
TO YOU

NICK TAYLOR



# *contents*

04

*C H A N G E  
Y O U R  
P E R S P E C T I V E*

06

*F L Y   O N   T H E  
W A L L*

08

*S C A L E   Y O U R  
A C T I O N S*

10

*S E L F   T A L K*

## IT ALL COMES DOWN TO YOU

It is said that we are born two times. The first, is when we enter this world for the very first time, take that ever so important first breath, and begin our crazy journey of life. The second time is when we discover why.

Imagine yourself when you were 7 years old. You had all of these ideas in mind of what you wanted to do with your life. All of the places you wanted to see. All of the people you wanted to meet. All of the things you wanted to try. All of these dreams.

And then, as with so many people, someone came and stole them from you. They told you that there's no way someone can be an Astronaut *and* a Firefighter *and* an Athlete. They made you second guess your ability to create music. They sniggered at the idea of you becoming a great artist, an Olympian, Entrepreneur, or world traveller. They made you believe that the way to a good life was to get realistic. They made you believe in all of the reasons why you couldn't or you shouldn't, and you let them slip from your mind.

If your 7-year-old self, full of wonder and excitement, enthusiasm and amazement, was to meet you, right here, *right now*, reading this book, how would they view you? Would they be excited to meet you? Would they be meeting the older version of themselves who took life by the horns and made the fucking most of it? Or would they think what happened for

them to give up on their dreams? What happened to all the things we wanted to do?

There is an interesting phenomenon called Crabs in a Bucket. If you were to go and find yourself some crabs (the crustacean, not the ‘other variety’), and proceeded to put one in a bucket, what do you think would happen? It would escape, or at least try it’s hardest to. Now, what happens when you put several crabs in the same bucket? As one crab claws its way to the top, the other crabs grab a hold of it and pull it back down. If this hopeful crab tries too many times to make its escape, the other crabs will team up, rip its legs off, and kill it.

This crab mentality is a metaphor for the human response to self improvement in others. So often when people see others advancing, they subconsciously (or consciously) reach out to hold them back. Members of the group will attempt to negate and diminish any member who achieves success beyond the ‘excepted normality’ of the group.

Partners, parents, friends, colleagues, the people you are closest to, whether intentionally, or unintentionally, will often become the ones who steal your dreams from you. Quite often this is because they’re legitimately trying to protect you, and quite often it’s because, like the crabs, they feel so challenged with the thought of ‘**you**’ expanding beyond ‘**them**’, thus ‘leaving them behind’.

# C H A N G E    Y O U R P E R S P E C T I V E

Imagine you were sitting on the couch, just having finished dinner. Chilling with your phone, doing the usual. You notice your hands feel a bit funny, kind of like a dull version of pins and needles. You can't seem to focus properly on your phone, almost like you're trying on someone's glasses to see how funny and fuzzy everything looks. You have a bit of a headache so you decide to go and grab a big glass of water and continue on your evening.

Two days later, it still hasn't gone away. If anything, the headache is a bit worse, the vision a little cloudier, the hands a little fuzzier, so you decide to check in with the Doctor, just to make sure everything is ok. "Probably just a bad migraine but we'll check everything anyway", says Doc.

Another 2 days later, you get the call. "Hey mate, you should probably pop by and see me, when can you come in?"

*"Inoperable brain tumour..."*

*2 weeks to live...*

*"Make preparations..."*

IT ALL COMES DOWN TO YOU:  
CHANGE YOUR PERSPECTIVE

Now, it gives me fucking chills to even think about that. But the reality is, that happens. I was listening to a podcast last week (MFCEO Podcast with Andy Frisella) where the host's best friend had this exact same thing happen.

This is where perspective comes into play.

If you put yourself in those shoes right now, and really dug deep into your emotions, how you would feel, how you would react, you can gain some pretty interesting insights into some pretty important things.

1. What would you regret not having done yet?
2. What were you so excited to do in your future?
3. What and who are you most grateful for?
4. What do you wish you had changed?

Dig deep and write this shit down. Introspectively, it will give you some clarity on the things you really wished you could be doing now, the sort of legacy you wish to build, the people who you feel most connected to, and the habits you need to change.

Most importantly, don't, for the life of you, wait for a crisis to come about to start really thinking about the things you want most, and the people you should let know that you love them.

# F L Y    O N    T H E W A L L

Let's say the unimaginable happened, and the brain tumour from the previous chapter did happen, and you were to pass away. Preparations are made. A service is planned.

Imagine, just for a moment, that you became a fly on the wall at your own funeral. You saw everyone walking in. You could hear everything being said.

If you were to be that fly on the wall today, what would people be saying about you? What kind of person were you? How did you impact the lives of others, and the world around you? What stories did they tell? Who showed up?

Is that different compared to the person you want to be? Are you totally living right now in misalignment with your true self? Or are you happy with what others speak of you?

In your perfect world, how do you want to be seen by others?

1. What 3 attitudes would you like to be viewed as to have?
2. What did people say about how you made them feel?
3. As of now, what were your 3 greatest achievements that people are still talking about?

IT ALL COMES DOWN TO YOU:  
FLY ON THE WALL

You have gained clarity on what you want to be doing with your one, irrefutably precious life. Now you have an insight on, almost more importantly, what kind of person you wish to become.

The best way to create your dream life, is to go out and do it.

The best way to impact the lives of others around you, is to choose, and focus, on the attitudes and emotions you wish to actually embody as a human being.

As Nike so famously said,

**“Just Do It”**

# S C A L E    Y O U R A C T I O N S

Take the past week of your life. Have a little mini-audit on how you've decided to spend your time over the last week. What foods have you eaten? What has your physical activity been like? How has your mental state been? How have your relationships and personal interactions felt? What have you been excited to do? What have you procrastinated on?

Now let's say we took this past week, and scaled that. If you continued to do what you've done for the next 90 days, what would the results be?

The next year?

The next 3 years?

The next 40?

Are there some obvious things popping up, that if scaled, would lead to a devastating conclusion? If you've eaten like shit for the last week, you won't really notice a huge amount of difference, but if scaled, the eventual conclusion is most likely very premature death and some pretty significant health issues along the way... That's crazy.

## IT ALL COMES DOWN TO YOU: SCALE YOUR ACTIONS

And alternatively, are there some things there that, if persisted on, would lead to beautiful conclusions, abundance, longevity, and wonderment?

It's not necessarily the little individual things in each single day that make the big difference in the long term. It's when those little individual things are done, over and over again, that lead to the results that you either long for, or dread.

Every single person on Earth is connected by a single, unwavering similarity, completely independent on where they were born and into what circumstances they were born. The time that they have every day, to spend on which they choose. 24 hours in a day. Now, day to day, it might not have a huge short term impact on how life seems to go, but day after day, month after month, year after year, it becomes irrefutably obvious as to who spends their time effectively, and who does not.

It is totally, and 100% your responsibility and duty to make the conscious decisions about what you choose to spend your time on. And remember, not making a choice, is also a choice.

# S E L F T A L K

Imagine you were single. You were moving to a different city, and were looking for a place to live. So you get to this new city, have a look around, go and check out some new places, and one of them seems perfect. The place is nice and warm, the kitchen is modern, you have a nice big bedroom, and the location is ideal. Your flatmate seems great, you share all of the same interests, love the same foods, even have similar hobbies, and love the same shows. Things seem like they're falling into place.

Now, imagine fast-forwarding a month. The house is still the same; Big and warm in a great location. You've found a good job. It's coming into summer. Things are looking up for you. But your flatmate... They are intolerable. Even though you share the same interests, love the same food, and watch the same shows, they are always telling you how stupid and idiotic you are for seemingly minor mistakes. They're pointing out how terrible you look in different clothes. How stupid your hair is. You always catch judging and hurtful comments about yourself when they don't know you're there.

They've made you notice every little flaw you didn't know you had. You don't feel comfortable or happy, even though everything else in your life is going great. You feel hated,

IT ALL COMES DOWN TO YOU:  
SELF TALK

disliked, and ugly. You feel like a nobody. Who would put up with living like this? I, for one, would not. I'd be gone in a freakin' second.

But, what if we were to check our own thoughts? What are we saying to ourselves when no one is around? Are you saying you look like shit when you catch a glance of ourselves when we pass a mirror? When you muck up dinner, maybe just a bit too much salt, you're telling yourself how bad you are at cooking and no wonder you don't have friends come around for meals any more? Are you telling yourself that people think you're weird, that you're not good enough, that you're bad, stupid, clumsy, or awkward? Are you telling yourself that you're a nobody?

If you wouldn't put up with that from somebody else, why would you ever, ever, EVER, just accept it from yourself.

When we become more aware of our thoughts, especially our self-thoughts, we start to realise how negative and mean we can actually be. IT IS JUST NOT WORTH IT. We are all individually worthy of whatever WE define our worth to be. If we don't think we deserve much, we will most likely never have much. If we believe we are worthy, then everything just seems to conspire in our favour.

## IT ALL COMES DOWN TO YOU: SELF TALK

So a question for you; If you said out loud every little self-thought you had of yourself on a daily basis, and had someone evaluate that, what would the conclusion be?

At the end of the day, we are the only ones in control of our thoughts, those of which create our reality. Become more aware of how you speak to your own self, sorting this shit out is one of the most rewarding and fruitful experiences you can ever have. The journey to self love is a very long and windy road, nobody is perfect, everyone has their days, but, just like ‘time’ in the chapter before, it’s every single person’s responsibility to choose how they interact with the person they have to spend the most time with, themselves.

*“We have patiently suffered long enough, hoping that someone or some kind of luck would one day grant us more opportunity and happiness. But nothing external can save us, and the fateful hour is at hand when we either become trapped at this level of life or we choose to ascend to a higher plane of consciousness and joy. In this ailing and turbulent world, we must find peace within and become more self-reliant in creating the life we deserve.”*

*There comes a time in the lives of those destined for greatness when we must stand before the mirror of meaning and ask: Why, having been endowed with the courageous heart of a lion, do we live as mice?”*

*- Brendon Burchard*